

Client: NRSC 2012  
 Product:  
 Campaign: TV: 10/10-10/16/12

## Station Order

Strategic Media Services, Inc  
 3299 K Street, NW  
 Washington, DC 20007  
 202-337-5700

Rev #: 0  
 Flight From: 10/10/2012 to 10/16/2012

Buyer Name: Stephen Szostak  
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Estimate No.:  
 Contract No.:  
 Job No.:

Actg. Order No.: 2512  
 WS Order No.: 68704  
 Contract No.:

Market: WASHINGTON, DC (HAGRSTWN)  
 Station: WJLA  
 Station Contact: Barbara Monares

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	Oct 16	Total Spots
				Rate/ Total								
1	MTWRF-- 05:00A-06:00A	EM 30	GOOD-WSH 5.00A	\$500.00 \$2,500.00	1	1	1	.	.	1	1	5
2	MTWRF-- 06:00A-07:00A	EM 30	GOOD-WASH 600A	\$900.00 \$4,500.00	1	1	1	.	.	1	1	5
3	MTWRF-- 07:00A-09:00A	EM 30	GD MRN AMR-ABC	\$1,200.00 \$6,000.00	1	1	1	.	.	1	1	5
4	MTWRF-- 04:30A-05:00A	EM 30	GOOD WASH 430A	\$150.00 \$750.00	1	1	1	.	.	1	1	5
5	---S- 07:00A-08:00A	EM 30	GD MRN-SAT-ABC	\$500.00 \$500.00	.	.	.	1	.	.	.	1
6	---Su 07:00A-07:30A	EM 30	WALL ST JRNAL	\$150.00 \$150.00	.	.	.	.	1	.	.	1
7	---Su 10:00A-11:00A	EM 30	THIS WEEK-ABC	\$18,000.00 \$18,000.00	.	.	.	.	1	.	.	1
8	MTWRF-- 09:00A-10:00A	DT 30	REGIS&KELLY	\$600.00 \$3,000.00	1	1	1	.	.	1	1	5
9	MTWRF-- 10:00A-11:00A	DT 30	RACHAEL RAY	\$500.00 \$2,500.00	1	1	1	.	.	1	1	5
10	MTWRF-- 11:00A-12:00P	DT 30	VIEW-ABC	\$1,200.00 \$6,000.00	1	1	1	.	.	1	1	5
11	MTWRF-- 12:00P-12:30P	DT 30	ABC7 NWS AT 12	\$1,000.00 \$5,000.00	1	1	1	.	.	1	1	5
12	MTWRF-- 12:30P-01:00P	DT 30	MILLIONAIRE	\$550.00 \$2,750.00	1	1	1	.	.	1	1	5
13	MTWRF-- 01:00P-02:00P	DT 30	CHEW-ABC	\$700.00 \$2,800.00	1	.	1	.	.	1	1	4
14	MTWRF-- 02:00P-03:00P	EF 30	REVOLUTION	\$700.00 \$1,400.00	.	1	.	.	.	1	.	2
15	MTWRF-- 03:00P-04:00P	EF 30	ANDERSON	\$1,000.00 \$8,000.00	2	1	2	.	.	1	2	8
16	MTWRF-- 04:00P-05:00P	EF 30	KATIE	\$1,200.00 \$8,400.00	1	2	1	.	.	2	1	7
17	---S- 04:00P-06:00P	SP 30	ESPN SPTS SAT	\$750.00 \$750.00	.	.	.	1	.	.	.	1
18	MTWRF-- 05:00P-06:00P	EF 30	ABC7 NWS AT 5	\$1,200.00 \$12,000.00	2	2	2	.	.	2	2	10
19	MTWRF-- 06:00P-06:30P	EN 30	ABC7 NWS AT 6	\$1,500.00 \$7,500.00	1	1	1	.	.	1	1	5
20	MTWRF-- 06:27P-06:30P	EN 30	WORLD NEWS I	\$3,000.00 \$9,000.00	1	.	1	.	.	.	1	3
21	MTWRF-- 06:57P-07:00P	EN 30	WORLD NEWS II	\$4,000.00 \$12,000.00	.	1	.	.	.	1	1	3
22	---SSu 06:00P-07:00P	EN 30	NEWS WEEKEND	\$1,200.00 \$1,200.00	.	.	.	.	1	.	.	1
23	MTWRF-- 07:00P-07:30P	PA 30	WHEEL-FORTUNE	\$3,000.00 \$15,000.00	1	1	1	.	.	1	1	5
24	MTWRF--	PA	JEOPARDY	\$4,000.00	1	1	1	.	.	1	1	5

Advertiser: NRSC 2012  
 Campaign: TV: 10/10-10/16/12

**Station Order**  
 WASHINGTON, DC (HAGRSTWN) - TV

Station: WJLA

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	Oct 15	Oct 16	Total Spots
				Rate/ Total								
25	07:30P-08:00P —S—	30 PA	WHEEL-FORTNE W	\$20,000.00 \$1,200.00	.	.	.	1	.	.	.	1
26	07:00P-07:30P —S—	30 PA	JEOPARDY-WKND	\$1,200.00 \$1,200.00	.	.	.	1	.	.	.	1
27	07:30P-08:00P M—	30 PT	DANCING STARS	\$1,200.00 \$14,000.00	.	.	.	.	.	1	.	1
28	08:00P-10:00P -T—	30 PT	DANC-RESLT-ABC	\$14,000.00 \$14,000.00	.	.	.	.	.	.	1	1
29	09:00P-10:00P —R—	30 PT	PRIMETIME THUR	\$14,000.00 \$12,000.00	.	1	.	.	.	.	.	1
30	10:00P-11:00P —F—	30 PT	20/20-FRI-ABC	\$12,000.00 \$6,000.00	.	.	1	.	.	.	.	1
31	10:00P-11:00P —S—	30 SP	ABC COL FOOTBL	\$6,000.00 \$5,000.00	.	.	.	1	.	.	.	1
32	03:30P-07:00P MTWRF—	30 LN	ABC7 NWS AT 11	\$5,000.00 \$2,200.00	1	1	1	.	.	1	1	5
33	11:00P-11:30P MTWRF—	30 LF	ABC-NITELINE	\$11,000.00 \$1,200.00	.	1	.	.	.	1	.	2
34	11:30P-12:00A —Su—	30 LN	ABC7 NWS SUN	\$2,400.00 \$1,500.00	.	.	.	.	1	.	.	1
				<u>\$1,500.00</u>								
				\$218,000.00	20	22	21	5	4	23	22	117

Month	Spots	Station Gross Dollars
Oct	117	\$218,000.00
	117	\$218,000.00

By: \_\_\_\_\_